

METHOD AND SYSTEM FOR DYNAMICALLY
ANALYZING CONSUMER FEEDBACK TO DETERMINE PROJECT
PERFORMANCE

ABSTRACT

A system and method for dynamically monitoring consumer opinion of an implemented business integration includes a network of graphical user interfaces (GUI) in real-time or near real-time. The network of GUIs include an external GUI having a number of hyperlinks to feedback inputting GUIs. The feedback GUIs enable a consumer/user to provide objective and subjective data regarding his/her opinion of the implemented business plan. Feedback is routed to a centralized facility for processing and analysis to determine feedback characteristics. Those feedback characteristics are then displayed on an internal business integration GUI.